

# **Electronic Nicotine Devices: Implications for Tobacco Prevention**

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KY Tobacco Prevention Enhancement Site

**“Those who don’t know history  
are doomed to repeat it.”**

**Edmund Burke (1729-1797)**

# 100-700 AD

Mayans used tobacco for religious and ceremonial purposes



# 1492

The Native Americans introduce Columbus to tobacco



# 1617

King James I declared smoking as “...a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs...”



# 1908

Sale of cigarettes banned in 11 states because it was a “rude habit”

# 1917

Cigarette ads target women concerned about their weight

**“Light a Lucky and you'll never miss sweets that make you fat”**  
*Constance Tabaud*  
Lucky Strike Cigarettes  
Toasted

**INSTEAD** of eating between meals... instead of having sweets... beautiful women keep wonderful slenderness these days by smoking Lucky. The sweetest and loveliest women of the modern age take this means of keeping slender... when others nibble fattening treats, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are treated in such a way as to retain their delicate and crisp texture. That's why Lucky is a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why she says: “It's good to smoke Lucky!”

For many this has been no secret as those women who keep fit and trim. They know that Lucky works their nerves and do not leave their physical condition. They know that Lucky is the favorite cigarette of many prominent women, who must keep in good shape. They respect the opinion of 20,000 physicians who maintain that Lucky is the nearest to the finest that other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but this condition is never-when that too many fattening sweets are harmful and that no more such are eaten by the American people. So, for tomorrow's sake we say—

**“REACH FOR A Lucky INSTEAD OF A SWEET.”**

**“It's toasted”**  
**LUCKY STRIKE CIGARETTES**  
It's Toasted

**No Throat Irritation-No Cough.**

Copyright 1917 by R.J. REYNOLDS TOBACCO COMPANY, REXBURGH, N.C. All rights reserved. The name Lucky is a registered trademark of R.J. REYNOLDS TOBACCO COMPANY.



The Cigarettes granted here have been toasted and contained in the LUCKY STRIKE HUMIDOR PACK CHESTNUT-FLAVORED CIGARETTES and contain no tar, nicotine and additives.

**20,679\*** Physicians  
say "LUCKIES  
are less irritating"

**"It's toasted"**

Your Throat Protection against irritation against cough

"Reach for a Lucky - instead of a sweet"



Toasting takes out every bit of bite and throat irritation

**"It's toasted"**

No Throat Irritation - No Cough.

© 1931, The American Tobacco Co., Manufacturers

LIGHTS WINE JOURNAL



They do the job they're meant to do

*They Satisfy*

Chesterfields are like that...they represent their business of giving you more smoking pleasure...with a taste, aroma and satisfaction that's all their own...the kind that only the right combination of the world's best cigarette tobaccos can give.



**CHESTERFIELD**

**"You like them FRESH? So do I!"**

You don't have to tell the woman who has switched to Camels the benefits of a fresh cigarette.

She knows all about it - that's the reason she stays switched.

She has learned that the fine, fragrant, sun-ripened choice tobaccos in Camels have a perfectly preserved delicate mildness all their own.

She knows by a grateful throat's testimony what a relief this smooth, cool, slow-burning fresh cigarette

means to sensitive membrane.

Camels are fresh in the Camel Humidor Pack because they are made fresh, fresh with natural moisture and natural flavors—they are never parched or toasted.

If you don't know what the Reynolds method of scientifically applying heat so as to avoid parching or toasting means to the smoker - switch to Camels for just one day, then leave them - if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

"Are you tobacco?"

R. J. REYNOLDS TOBACCO COMPANY'S CHESTNUT-FLAVORED HUMIDOR PACK CIGARETTES contain no tar, nicotine and additives. | \*PHYSICIAN SURVEY REPORT, 1931, p. 100. See also "The Cigarette," N. Y. Times, 1931, p. 100.

The only pack of fresh cigarettes for sale.



**CAMELS**  
Made FRESH - Kept FRESH

That's why the distinguished wrapping of your pack of Camels will give you the Camel Humidor Pack in your hands against germs and possible other, but not given to other cigarette packs, in the dry atmosphere of your hand bag, the Camel Humidor Pack will be the only one to deliver fresh Camels every time.



Smoke a **FRESH** cigarette

# 1941-1945

Free cigarettes are given to U.S. soldiers during World War II. Cigarette consumption rises.



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:  
**MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE**

DOCTORS in every branch of medicine—113,997 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?  
*The brand named next was Camel!*

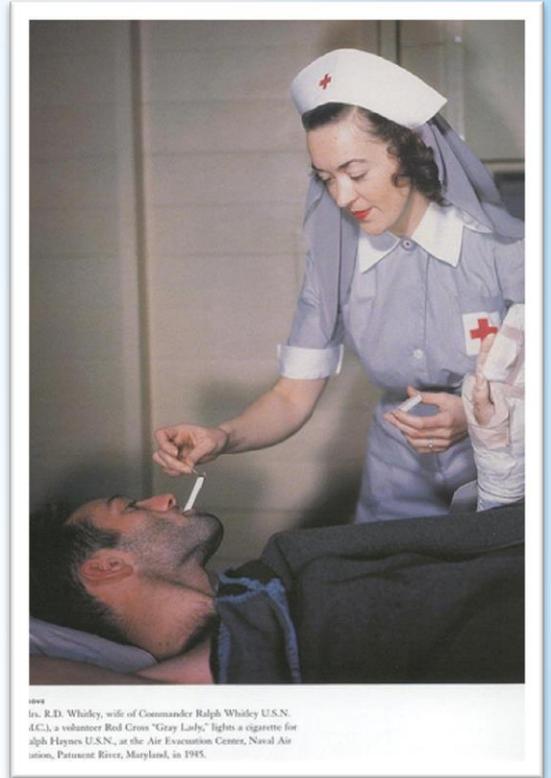
The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste ...  
T for Throat ...**  
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

**CAMELS** Costlier Tobaccos



1944  
Mrs. R.D. Whitley, wife of Commander Ralph Whitley U.S.N. (C.), a volunteer Red Cross "Gray Lady," lights a cigarette for Ralph Haynes U.S.N., at the Air Evacuation Center, Naval Air Station, Patuxent River, Maryland, in 1945.

# 1955

Early television featured lots of tobacco ads trying to get people to buy and smoke various brands of tobacco. Many ads claimed that cigarettes did not pose a health risk.



# Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

... smoke **PALL MALL**  
the cigarette whose mildness  
you can measure



## Study This Puff Chart:

**PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL**



The further your cigarette travels the smoke through fine tobacco, the milder that smoke becomes. At this first puff, Pall Mall's smoke is milder than that of any other leading cigarette.

Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness on the smoke of Pall Mall's traditionally fine tobacco blend. After 17 puffs, other 10 puffs of each cigarette...

... at 17 puffs, Pall Mall's greater length of fine tobacco still travels the smoke further—filters the smoke and makes it mild. This Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

**Outstanding**  
...and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU.



# Be WISE About KING SIZE

Ask yourself...  
Do you have *all* this with  
your *present* cigarette?

- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment



If you answer "NO" to ANY of these questions—

**IT'S TIME TO CHANGE TO PHILIP MORRIS!**

Thousands are switching to PHILIP MORRIS King Size! Because this King gives them every good thing they want in a cigarette.

That's why... it's time for you to change to PHILIP MORRIS. Your taste can tell... your throat can tell that PHILIP MORRIS King Size or Regular is America's *best* cigarette.



**CALL FOR PHILIP MORRIS**



# 1964

The first Surgeon General's report linking cigarettes with lung cancer is released. The number of smokers starts to drop.



# 1965

The first warning label appears on all cigarette packs.





1971

Cigarette advertising is banned on radio and television.

1988

Smoking is banned on all flights in the USA



# 1998

The Master Settlement Agreement (MSA) requires tobacco companies to pay \$229 Billion to 52 states and territories over many years to compensate them for costs of treating smoking related illness.

The MSA also contains three main categories of restrictions:

- Advertising Restrictions
- Name Brand Recognition
- Give-away Restrictions

## 2003

- Delegates from 171 nations approve the world's first international tobacco treaty.
- The U.S. is not part of this treaty.



## 2006

- The Surgeon General report states “... **the debate is over.**” The science is clear: secondhand smoke is not a mere annoyance, but a serious health hazard that causes premature death and disease in children and nonsmoking adults.”

# 2014

- The Health Consequences of Smoking - 50 Years of Progress: A Report of the Surgeon General released.
  - Since the first report, more than 20 million American have died from smoking
  - If current rates continue, 5.6 million Americans younger than 18 who are alive today will die prematurely from smoking-related causes
  - Since the first report, 2.5 million non-smokers have died from exposure to secondhand smoke
  - The tobacco epidemic was initiated and sustained by the tobacco industry, which deliberately misled the public about the risk of smoking cigarettes

# KENTUCKY 2016

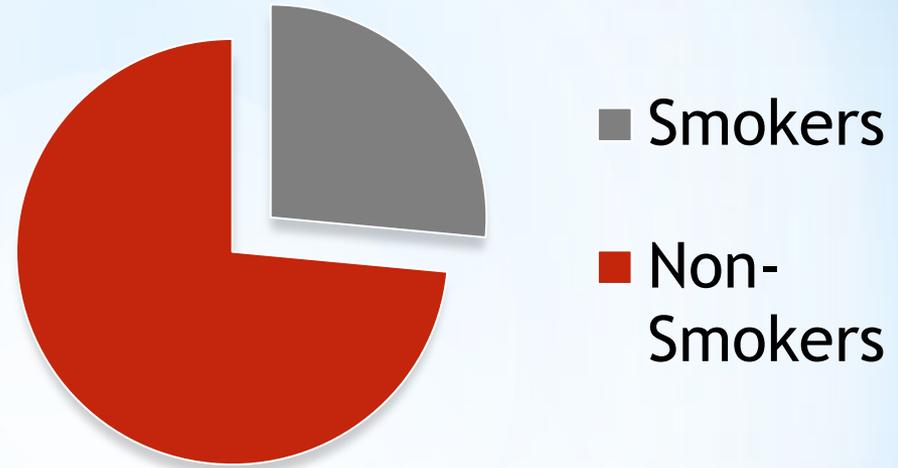
- **Current Adult Smoking Rate 26.2% (KY)  
16.8% (US)**
- **Current Youth Smoking Rate 17.9% (KY)  
15.7% (US)**
- **Middle School Smoking Rate 9.7% (KY) 8%  
(US)**
- **Kentucky is #1 in the nation in Adult Smokers**
- **Kentucky is #6 in the nation in Youth Smokers**
- **#1 in Youth Under Age 12 Exposed to  
Secondhand Smoke in the Home**

# KENTUCKY 2016

- **1<sup>st</sup> in Lung Cancer**
- **1<sup>st</sup> in Cancer Deaths**
- **1<sup>st</sup> in Poor Mental Health**
- **3<sup>rd</sup> in Drug Deaths**
- **5<sup>th</sup> in Poverty**
- **6<sup>th</sup> in Heart Disease**
- **10<sup>th</sup> in Stroke**

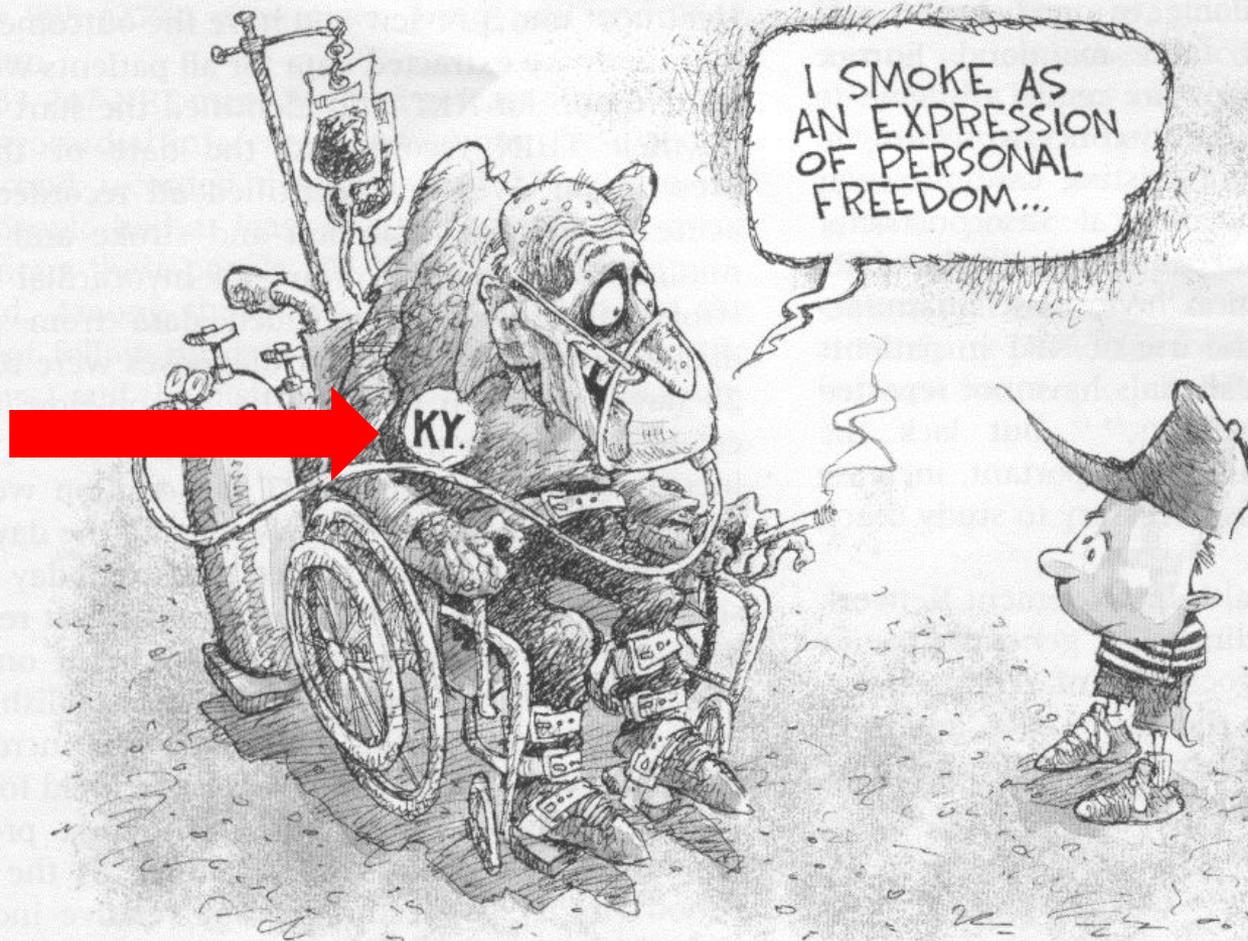
**74% of  
KY Adults  
DON'T  
SMOKE**

Kentucky



**82% of  
KY Youth  
DON'T  
SMOKE**

# The Lighter Side



NICK ANDERSEN © 7-21-05  
CARTOONIST  
WWW.MCFANDERSEN.COM

Still trying to  
clear  
the air



HUMANS are the only species on earth that seek out smoke to fill their lungs, all other species flee from it.

Maybe we can learn something from “dumb” animals.



**Smoking kills more people (in the U.S. and Kentucky)....**

**...than alcohol, car crashes,  
illicit drugs, homicides,  
suicides, and AIDS**

**COMBINED!**

**What's the  
problem?  
In Kentucky...**

**5,400**

Youth in Kentucky  
become new  
smokers each year

Packages of  
cigarettes bought or  
smoked by kids in  
Kentucky each year

**11.9  
Million**

# If these rates continue...

## 119,000

kids, alive  
today, will die  
from smoking  
related causes.



COUNTY	POPULATION UNDER 18	
Graves	9,179	118,518
Marshall	6,253	
Calloway	6,929	
Fulton	1,284	
Hickman	942	
Carlisle	1,115	
Ballard	1,838	
McCracken	14,239	
Livingston	1,862	
Trigg	3,097	
Lyon	1,298	
Crittenden	2,066	
Caldwell	2,838	
Fayette	65,578	

**Tobacco is the only product, if used as intended, will kill...**



**... half of its consumers.**

**1 in 3**

**Youth who smoke will die  
prematurely from it.**

# In Kentucky...

# 8,900

Moms, Dads, Grandpa's, Grandma's,  
Aunts, Uncles, Brothers, Sisters, Sons,  
Daughters...

# DIE EACH YEAR



# In Kentucky...

# 741

Moms, Dads, Grandpa's, Grandma's,  
Aunts, Uncles, Brothers, Sisters, Sons,  
Daughters...

# DIE EACH MONTH

# In Kentucky...

# 171

Moms, Dads, Grandpa's, Grandma's,  
Aunts, Uncles, Brothers, Sisters, Sons,  
Daughters...

# DIE EACH WEEK

# In Kentucky...

# 24

Moms, Dads, Grandpa's, Grandma's,  
Aunts, Uncles, Brothers, Sisters, Sons,  
Daughters...

# DIE EACH DAY

10

# Nicotine is Addictive



- \*95% of current youth smokers report that they believe they will not be smoking in 7-9 years
- \*Reality: in 7-9 years, 75% of youth are still smoking
- \*Nicotine is more addictive than cocaine or heroin

# Smoking Is Responsible for...

- 87% of lung cancer deaths
- 32% of coronary heart disease deaths
- 79% of all cases of chronic obstructive pulmonary disease (COPD)
- 1 in 3 cancer deaths
- Diabetes mellitus, rheumatoid arthritis and immune system weakness, increased risk of tuberculosis disease and death, ectopic (tubal) pregnancy and impaired fertility, cleft lip and cleft palates in babies of women who smoke during early pregnancy, erectile dysfunction, and age-related macular degeneration
- And more...

# SMOKING IS JUST NOT WORTH IT!!!



**A TIP FROM A FORMER SMOKER**

**IF YOU SMOKE WITH DIABETES, PLAN FOR AMPUTATION, KIDNEY FAILURE, HEART SURGERY ... OR ALL THREE.**

Bill, Age 40  
Michigan

Smoking makes diabetes much worse. You can quit.  
For free help, call 1-800-QUIT-NOW.

#CDCTips

 U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
[www.cdc.gov/tips](http://www.cdc.gov/tips)

# SECONDHAND SMOKE

The Environmental Protection Agency has classified secondhand smoke as a group A carcinogen: a substance known to cause cancer in humans for which there is no safe level of exposure. Other group A carcinogens include arsenic, asbestos, benzene, and radionuclide, and radon.

# Secondhand Smoke Contains...

- \* Over 4,000 chemical compounds
- \* 5 regulated hazardous air pollutants
- \* 47 regulated hazardous wastes



# Secondhand Smoke Contains...

- \* 60 known or suspected cancer-causing agents
- \* More than 250 chemical poisons



**Secondhand smoke is  
the third leading cause  
of preventable death in  
the United States.**

# Can Ventilation Protect the Health of Nonsmoking Workers, Adults and Children?

Ventilation systems can reduce the cancer risk from tobacco smoke to federally (US) accepted levels; however, the ventilation rate required to reach the accepted levels would create a... **“virtual windstorm indoors.”**



# The Jamie Kennedy Experiment

Mon 1/6

9:21 pm

Time Left: 0:19

List: All Sub

5

KTLA



# Separate Sections DON'T WORK...



Tobacco Smoke Doesn't Read Signs Either!

Every 10  
minutes  
smoking kills a  
*non-smoker.*

# We've come a long way

- ❖ Arizona
- ❖ Delaware
- ❖ Dist. of Columbia
- ❖ Florida
- ❖ Hawaii
- ❖ Illinois
- ❖ Indiana
- ❖ Iowa
- ❖ Kansas
- ❖ Louisiana
- ❖ Maine
- ❖ Maryland
- ❖ Massachusetts
- ❖ Michigan
- ❖ Minnesota
- ❖ Montana
- ❖ Nebraska
- ❖ Nevada
- ❖ New Jersey
- ❖ New York
- ❖ North Dakota
- ❖ Ohio
- ❖ Oregon
- ❖ Pennsylvania
- ❖ Puerto Rico
- ❖ Rhode Island
- ❖ South Dakota
- ❖ US Virgin Islands
- ❖ Utah
- ❖ Vermont
- ❖ Washington
- ❖ West Virginia
- ❖ Wisconsin

# We've come a long way in KY

- Ashland
- Bardstown
- Beattyville
- Berea
- Bowling Green
- Campbellsville
- Corbin
- Danville
- Elizabethtown
- Elkhorn City
- Frankfort
- Georgetown
- Glasgow
- Henderson
- Hopkinsville
- London
- Manchester
- Mayfield
- Middlesborough
- Midway
- Morehead
- Oak Grove
- Owensboro
- Paducah
- Paintsville
- Pikeville
- Prestonsburg
- Radcliff
- Richmond
- Somerset
- Versailles
- Williamsburg
- Clark County
- Daviess County
- Franklin County
- Hardin County
- Hopkins County
- Kenton County
- Letcher County
- Madison County
- Oldham County
- Woodford County

**LEXINGTON/FAYETTE COUNTY & LOUISVILLE METRO**

# BEYOND SMOKE-FREE... 100% TOBACCO FREE SCHOOLS

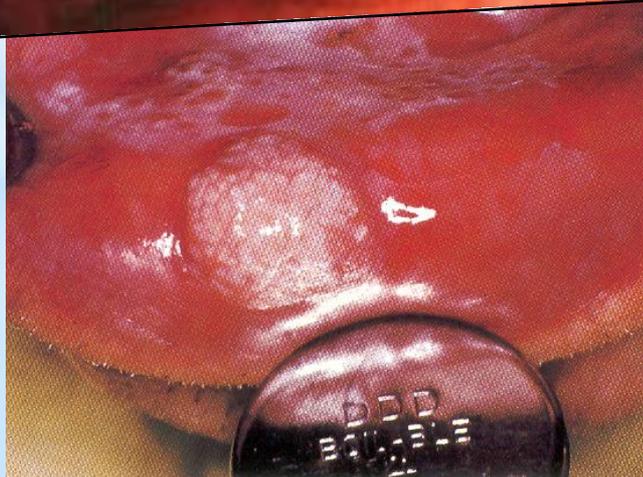
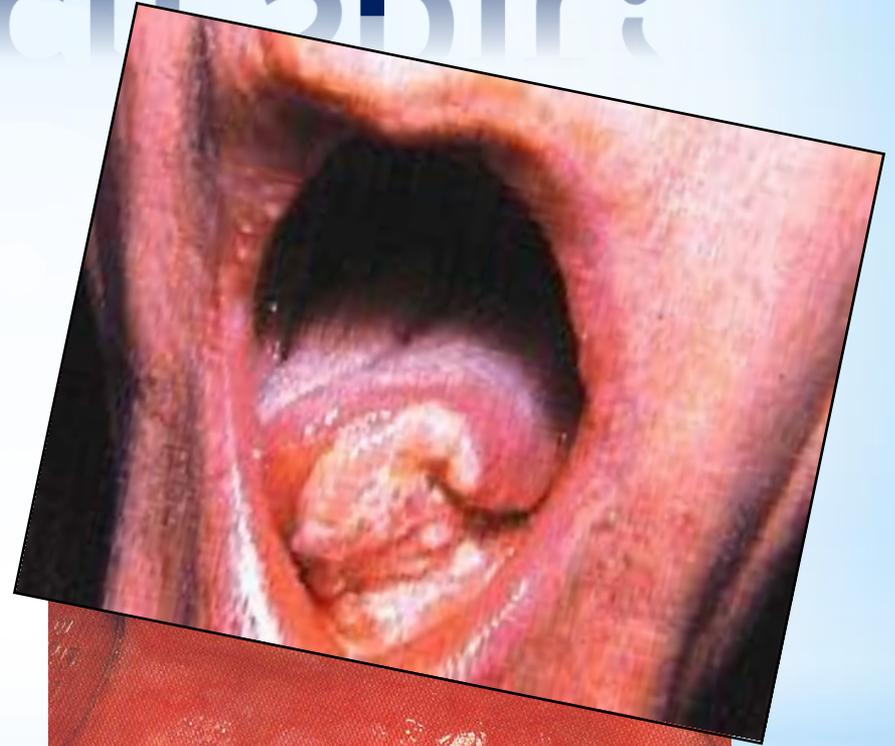
- Adair County
- Bardstown Independent
- Beechwood Independent
- Berea Independent
- Bourbon County
- Boyd County
- Boyle County
- Danville Independent
- Daviess County
- Dayton Independent
- Eminence Independent
- Fayette County
- Franklin County
- Frankfort Independent
- Gallatin County
- Grayson County
- Hancock County
- Harrison County
- Jefferson County
- LaRue County
- Lawrence County
- Lincoln County
- Marion County
- Martin County
- Murray Independent
- Ohio County
- Paris Independent
- Robertson County
- Simpson County
- Somerset Independent
- Williamsburg Independents
- Williamstown Independent

Change is inevitable.

Growth is optional.

-- John C. Maxwell

# Too Much Spit?



# Chemicals in Spit Tobacco

- \* Cadmium (car batteries)
- \* Polonium 210 (nuclear waste)
- \* Lead (banned from paint products)
- \* Formaldehyde (embalming fluid)
- \* Arsenic (rat poison)
- \* Cyanide (used in the gas chamber)
- \* Nitrosamines (potent cancer-causing agents)



# Chemicals in Spit Tobacco

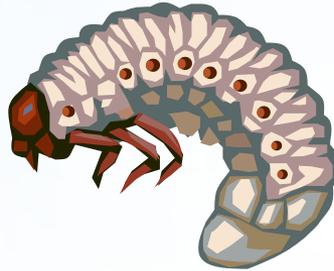
\* Nickel

\* Nicotine

\* Pesticides

\* Flavoring  
Agents

\* Acetaldehyde



\* Benzopyrene  
(cancer-causing)

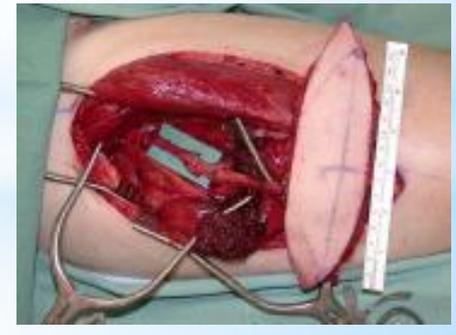
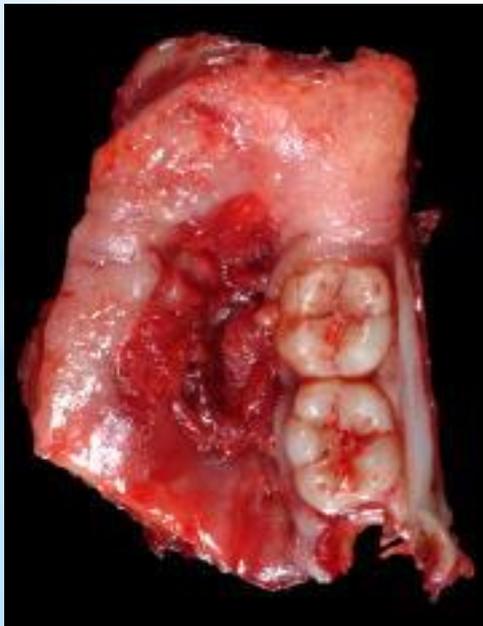
\* Hydrazine

\* Uranium 235  
and 238

**Over 30 metals**

**Spit tobacco has over  
3,000 chemicals  
including  
28 known  
carcinogens.**

**An average size “dip”  
of spit tobacco in the  
mouth for 30 minutes  
delivers as much  
nicotine as three  
cigarettes.**





# American Snus





# “Melt in Your Mouth” Alternative to Cigarettes

- Some tobacco companies are reaching new lows by *test marketing* new products with a candy-like look and appeal.
- These new products look nothing like tobacco of the past and will change the language for the industry and pro-health advocates.
  - \* Orbs
  - \* Strips
  - \* Sticks

# Camel Dissolvables: STICKS

*A toothpick like stick that can be placed in the mouth whole or broken into pieces*

- ❖ Lasts about 20-30 minutes
- ❖ Flavor: Mellow (Original)
- ❖ 10 Sticks per package
- ❖ 3.1 milligrams of nicotine per Stick
- ❖ Equivalent: Approximately 3 cigarettes.



# Camel Dissolvables: STRIPS

❖ *An opaque strip similar to Listerine brand breath-freshening strips*

- ❖ Lasts about 2-3 minutes
- ❖ Flavor: Fresh (Mint)
- ❖ 20 Strips per package
- ❖ .6 milligrams of nicotine per Strip
- ❖ Equivalent: Approximately 1 cigarettes.



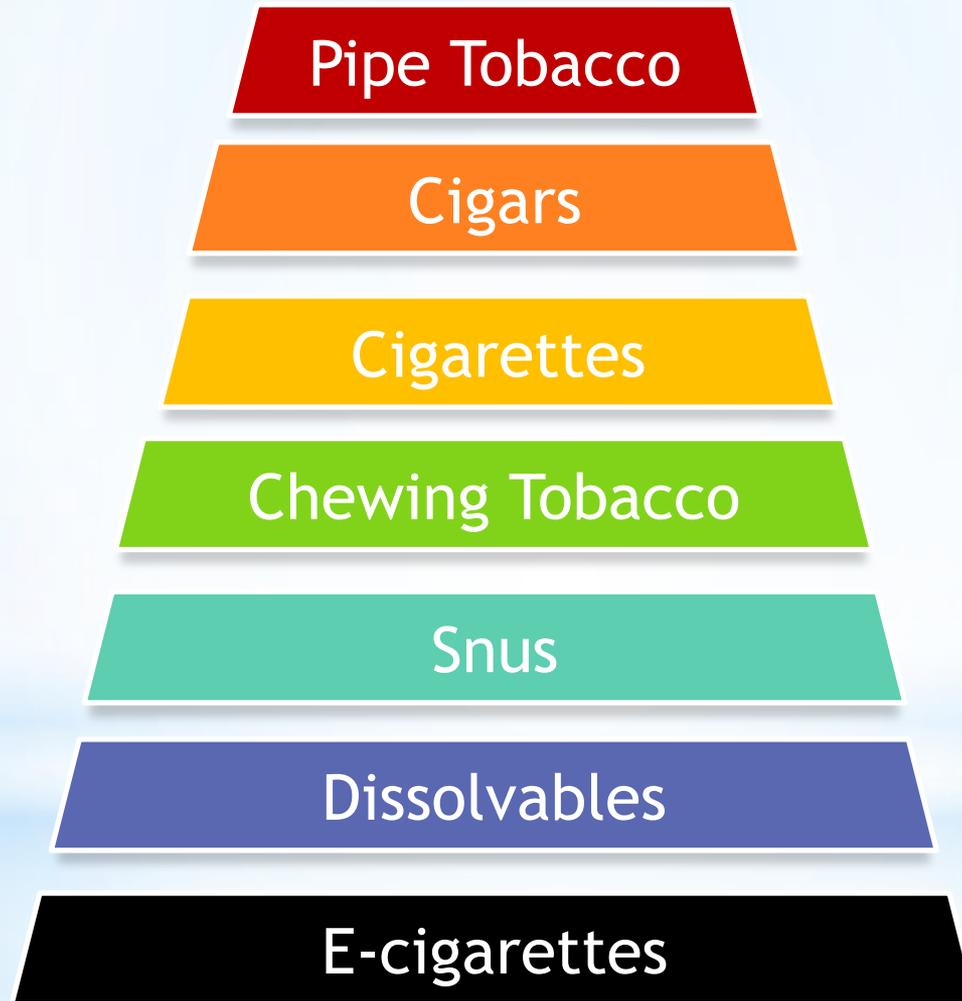
# Camel Dissolvables: ORBS

*A “pellet” or tablet that looks like a breath mint*

- Lasts about 10-15 minutes
- Flavor: Mellow (Original) & Fresh (Mint)
- 15 Orbs per package
- 1 milligram of nicotine per Orb
- Equivalent: Approximately 1 cigarettes.



# The Changing Face of Nicotine





# The Great Unknown

Here come's the

VAPOR



# Vaping...



# Origin of E-cigarettes

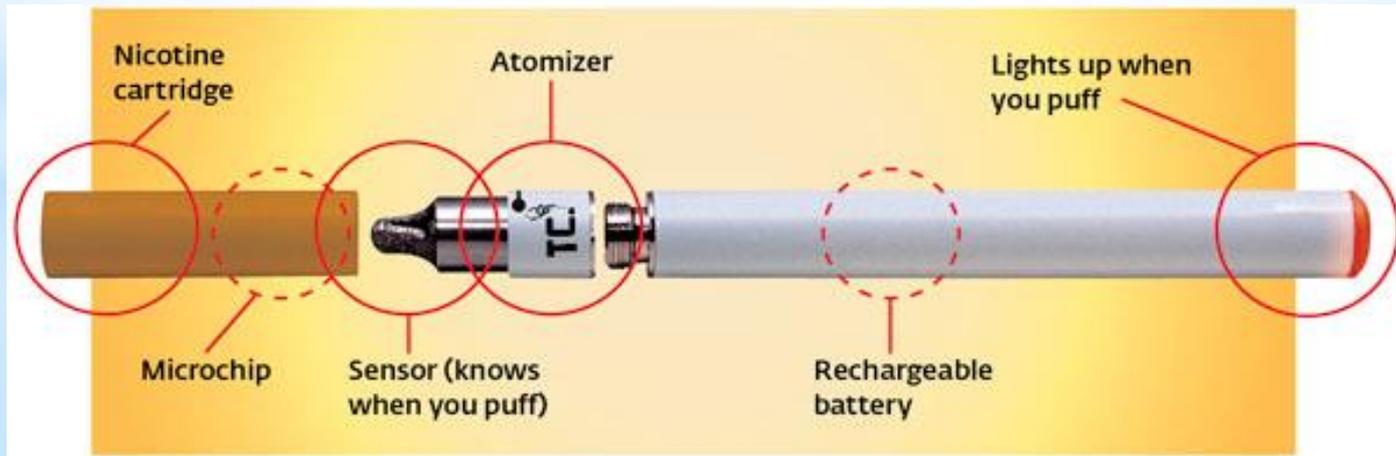


Hon Lik, a Chinese pharmacist inventor of the modern electronic cigarette.

- Father died of smoking-induced lung cancer
- Tried to quit his pack-a-day habit
- Invented the e-cigarette in 2003
- They appeared in U.S. in 2007

# ELECTRONIC CIGARETTES

Use of a heating element to vaporize nicotine and other ingredients, simulating the visual, sensory and behavioral aspects of smoking without the combustion of tobacco



# The Many Looks of E-cigarettes



# The components

- Tank
- Battery (which heats to over 1,000 degrees Fahrenheit)
- Atomizer (heating element)
- Liquid nicotine or e-juice
- Mouthpiece

## Vapor Pen Diagram





MINI E-CIG



MID-SIZED



MODIFIED



# The Many Names of E-cigarettes

- E-cigs
- Vape pens
- Vape pipe
- E-hookah
- Disposable hookah
- Mods





# DISPOSABLE IMPERIAL *Hookah*

5 SECOND  
POWER SHUTOFF  
PROTECTION  
**EXCLUSIVE**

UP TO  
**600**  
PUFFS



# WHAT THE MAKERS SAYS...

- Vapor from e-cigarettes is “harmless water vapor”
- E-cigarettes are “safe”
- E-cigarettes help you quit smoking
- E-cigarettes don’t produce harmless second-hand smoke

**DON'T BUY**  
**THE LIES!!!**

# What they are not telling you...

- THEY HAVE NOT BEEN TESTED - No one knows the health effects.
- THE CARTRIDGES AND VAPOR CONTAIN NICOTINE, CARCINOGENS, FORMALDEHYDE and PROPYLENE GLYCOL - known to cause eye and respiratory irritation
- Labeling may not match contents



- The higher the voltage and hotter the temperature, the levels of harmful chemicals increase
- Nicotine is addictive
- Liquid nicotine is extremely toxic if swallowed or in contact with skin
- Users end up smoking more often and using more nicotine
- “Secondhand Aerosol” or “passive vaping” exposes non-users to tiny particles of heavy metals and other toxins that damage the lungs

# Side effects of Nicotine

Blood  
- Increased clotting tendency

Lungs  
- Bronchospasm

Muscular  
- Tremor  
- Pain

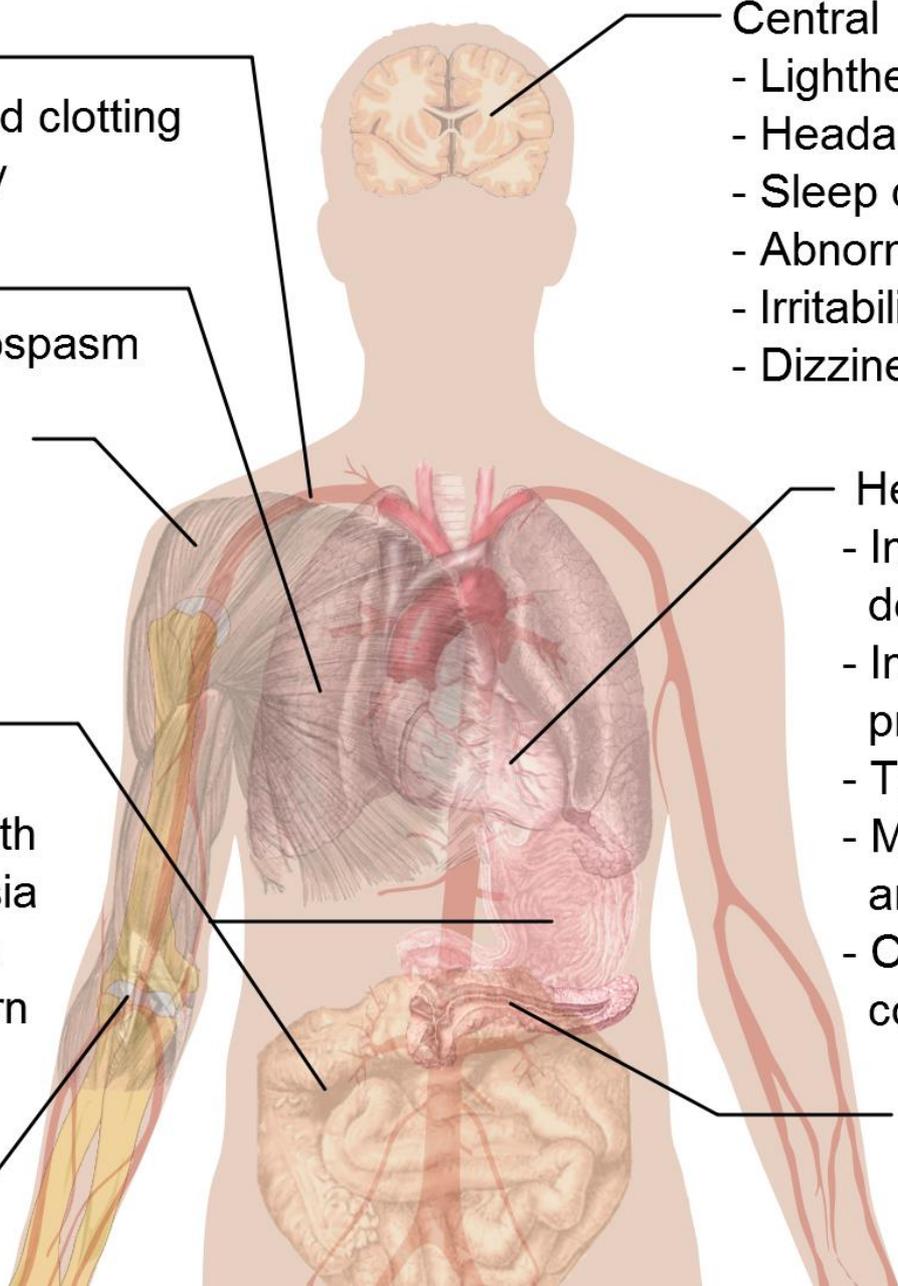
Gastro-intestinal  
- Nausea  
- Dry mouth  
- Dyspepsia  
- Diarrhea  
- Heartburn

Joints  
- Pain

Central  
- Lightheadedness  
- Headache  
- Sleep disturbances  
- Abnormal dreams  
- Irritability  
- Dizziness

Heart  
- Increased or decreased heart rate  
- Increased blood pressure.  
- Tachycardia  
- More (or less) arrhythmias  
- Coronary artery constriction

Endocrine  
- Hyperinsulinemia  
- Insulin resistance



# Their message...

If **SMOKE** is the  
enemy,  
**VAPOR** is the  
Hero.



# Not Approved for Cessation

- There is no evidence that they help with cessation.
- While users may “quit smoking” they now vape and in many cases take in more nicotine than when they smoked.



Photo: Reuters

# Health Concerns

- Lung problems
- Inhaling propylene glycol
- Airborne chemicals
- Nicotine
- Dual Use

# Secondhand Aerosol...

- Contains nicotine, ultrafine particulates and toxins that are known to cause cancer
- Concentration of ultrafine particles is higher than in cigarette smoke
  - May exacerbate respiratory ailments like asthma, and constrict arteries which could trigger a heart attack
- At least 10 chemicals are known carcinogens and reproductive toxins (also found in secondhand smoke)
  - Acetaldehyde, Benzene, Cadmium, Formaldehyde, Isoprene, Lead, Nickel, Nicotine, N-Nitrosornicotine, and Toluene
- Contains and emits propylene glycol (creates vapor)
  - Short-term -- Eye, throat, and airway irritant
  - Long-term - Can result in children developing asthma

A detailed scene from the movie 'The Wild West' set in a saloon. In the background, a bartender with a mustache stands behind a bar, preparing a drink. The saloon is filled with patrons, some of whom are dead or injured. In the foreground, a man in a dark, patterned coat is slumped over a wooden table, holding a revolver. Another man lies on the floor nearby, with a top hat and a gun scattered around him. The room is dimly lit, with a portrait of a man on the wall and a window with curtains in the background. The overall atmosphere is one of a chaotic and violent scene.

# The Wild West

# UNREGULATED Manufacturing

- Over 450 brands online
- Most made in China
- 10 new vaping brands introduced per month on average
- Modification is popular

# It's a “Mom & Pop” Industry

- Vape shops may be one of the fastest growing businesses in the US
- Over 10,000 (3,500 in 2013) This is impressive when a third of all vaping products are purchased online.
- Ability to produce their own e-juice products and merchandise

# Organized



- The Consumer Advocates for Smoke-free Alternatives Association



- Smoke-Free Alternatives Trade Association



- American Vaping Association



- American Council on Science and Health



- Kentucky Smoke Free Association



**Ashland**  
Making It Harder For  
Smokers to Choose



Photo: Dimitris Agrafiotis



# UNREGULATED Advertising



# Using “Big Tobacco” tactics

**50th ANNIVERSARY**  
2014 SWIMSUIT ISSUE

**blu** ELECTRONIC CIGARETTES

**SLIM. CHARGED.  
READY TO GO.**

**AVAILABLE  
NATIONWIDE!**

Visit us at [blucigs.com/store-locator](http://blucigs.com/store-locator)

NOT FOR SALE TO MINORS. blu eCigs® electronic cigarettes are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended for use, present or future, as a device or condition. ©2014 E.C.I.C., Inc. blu™ and blu eCigs® are trademarks of Lorillard Technologies, Inc.



LUCKIES ARE ALL-WAYS KIND TO YOUR THROAT

it's toasted"

*Only the Center Leaves...these are the Mildest Leaves*



*They Taste Better*

© 2009 Philip Morris Inc. The American Tobacco Company

## SMOKE IN STYLE

With blu Electronic Cigarettes

Freedom never goes out of fashion. Control when and where you want to smoke with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the ultimate accessory and the smarter alternative to regular cigarettes. Step out in style with blu.

SCAN FOR A CHANCE TO WIN A STARTER KIT



 'Like' us on  
**Facebook**

[facebook.com/blucigs](http://facebook.com/blucigs)



\* Introducing the World's First Smart Pack (www.blucigs.com)



[blucigs.com](http://blucigs.com)

Available at these fine retailers:

18+ only.

**CALIFORNIA PROPOSITION 65 Warning:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

"Sure there's lots  
of menthols to choose from.  
But only one is really cool.  
It's spelled with a capital 'K'."



Come up to KOOL.  
America's #1 selling menthol.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

**blu** it up!

**blu**

**blu ELECTRONIC CIGARETTE**

It's electronic, so there is no smell, no tobacco, and no ash – only cool, thick vapor. That means you can get your fix when and where you want, like a true player!

[blucigs.com](http://blucigs.com)



Available at These Retailers and Leading Drug Stores:

**WALGREENS**

**ROSS**

**Cumberland**

**WALMART**

**meijer**

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

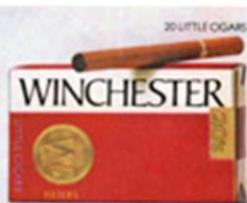


**No woman ever says no to Winchester.**

Take a puff. Blow in her ear. And she'll follow you anywhere. Because one whiff of Winchester's sexy aroma tells her everything she ever wanted to know about you. But was afraid to ask. It tells her you're a man, but a man of taste. A taste for mildness. Lightness. She takes a puff. Winchester's filtered smoothness tells her it's not a cigarette. Not just another little cigar. It's a whole 'nother smoke. And she knows that you know: where there's smoke, there's fire.

**Winchester. It's a whole 'nother smoke.**

© 1973 R. J. REYNOLDS TOBACCO CO.



**Leader of the Pack**  
blu ELECTRONIC CIGARETTE

Leaders know freedom never goes out of style. Control when and where you want to smoke with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the ultimate gadget and the smarter alternative to regular cigarettes.

[blucigs.com](http://blucigs.com)



New blu Smart Pack

Available Now at:

**SHEETZ**

**SCORARI'S**  
FOOD & BEVERAGE COMPANY

**Circle K**

**H-E-B**

**meijer**

18+ only.

**CALIFORNIA PROPOSITION 65 Warning!** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

**WEAK PEOPLE SMOKE  
STRONG PEOPLE SMOKE LESS**

**INTELLIGENT PEOPLE VAPE**

PERSONAL VAPORIZERS | E-CIGARETTES | E-CIGARS

[www.VeppoCig.com](http://www.VeppoCig.com)



**Cigarette Technology Alert**

regal

Find Out How James Can  
**Smoke Anywhere**

[Learn More](#)

Featured On:

**CNN** **M NBC** **USNews** **SCIENTIFIC AMERICAN**

Regal Cigs 405 W. Fairmont Drive Tempe, Arizona 85282

The advertisement features a photograph of a man in a blue and white striped shirt and a young boy in a green shirt sitting at a restaurant table. The man is holding a glass of beer and a cigarette, while the boy holds a yellow drink. In the background, a sign for "regal" is visible. The text "Cigarette Technology Alert" is in a red box at the top right. Below the photo, the headline "Find Out How James Can Smoke Anywhere" is displayed in white on a dark blue background, followed by an orange "Learn More" button. At the bottom, logos for CNN, M NBC, USNews, and SCIENTIFIC AMERICAN are listed under the heading "Featured On:". A small address "Regal Cigs 405 W. Fairmont Drive Tempe, Arizona 85282" is at the very bottom.

**79 years ago baseball turned on  
the lights for the first time.**

They made the switch, so should you.



**NJOY**

PREMIUM ELECTRONIC CIGARETTE

~~Filthy.~~ ~~Stinking.~~ Rich.



**blu ELECTRONIC CIGARETTE**

With no ash, no odor, and an unmistakably rich taste, blu is



blu™ electronic  
cigarettes...

“freedom  
to have a cigarette  
without the guilt.”

— Jenny McCarthy

Click Here To



Watch The Video

**DEAR SMOKING BAN,**



**blu ELECTRONIC CIGARETTE**

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

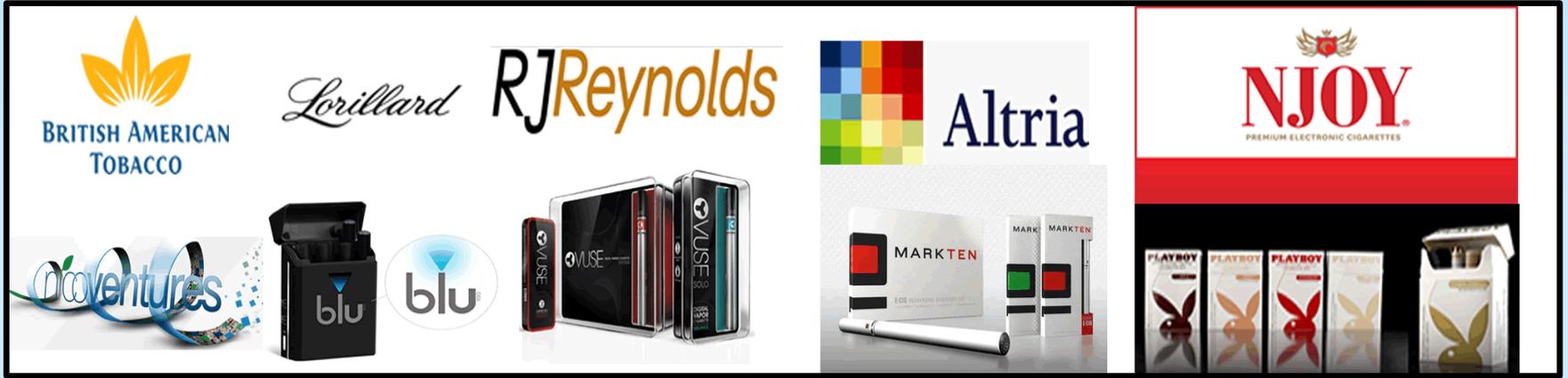


New blu Smart Pack

**blucigs.com**

only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

# Big Tobacco Is Invested





# Disposables

- Low Cost Product to try e-cigs
- Great Travel Partner
- Equals Over a Pack and a Half
- No Odor, No Ash
- No Assembly, No Recharge

**blu**  
ELECTRONIC CIGARETTE

**CLASSIC TOBACCO**

**blu**  
ELECTRONIC CIGARETTE

**CLASSIC TOBACCO**

**blu**  
ELECTRONIC CIGARETTE

**MAGNIFICENT MENTHOL**

**blu**  
ELECTRONIC CIGARETTE

**MAGNIFICENT MENTHOL**

### America's Best Smoke Juice

- Flavors Made in Wisconsin with Domestic and Imported Ingredients
- Superior Quality and Flavor
- Juice Made Specifically for blu

*Johnson Creek*

# **Personalizing The Vaping Experience**





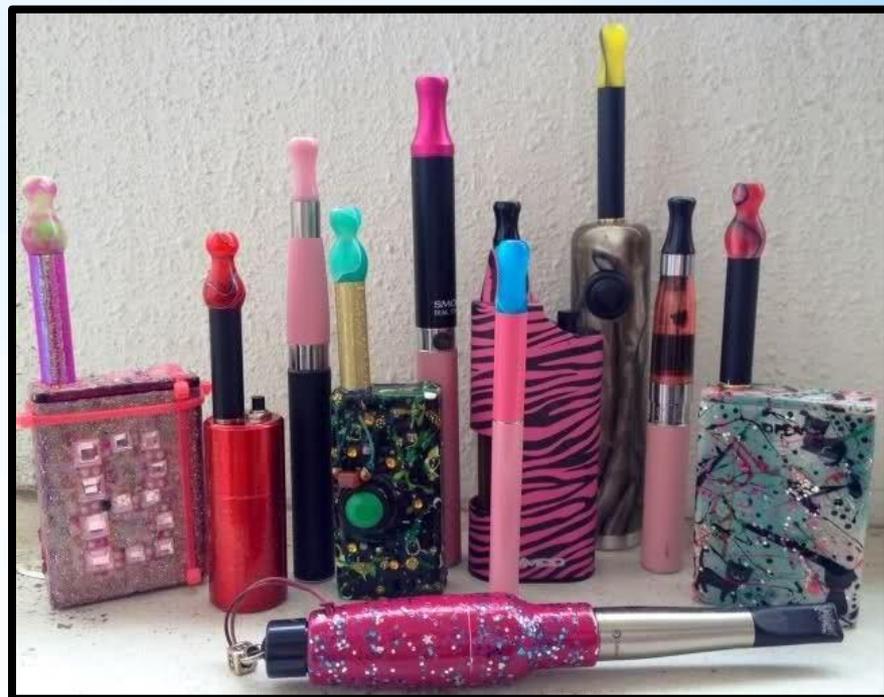




**STARTED VAPING  
TO SAVE MONEY**



**SOLD CAR TO GET  
THOSE NEW MODS**



# Appealing To Youth

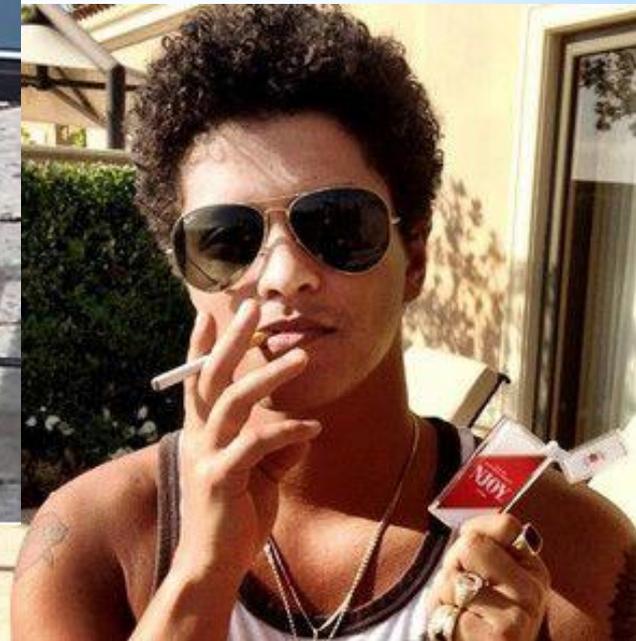
# FLAVORS, FLAVORS, FLAVORS





Inhale Flavors. Curb Cravings. Lose Weight







# VAPING TREASURES



Place your custom order at  
[www.vapingtreasures.etsy.com](http://www.vapingtreasures.etsy.com)





**SUPERSMOKER** Bluetooth™



Bluetooth™



iego

# **Creating A Subculture**

- Word of the Year 2014 (Oxford English Dictionary)
- Nicotine vs. Marijuana
- Unique language
- Creating social opportunities locally and globally
- Creating business opportunities





# VAPE VIXEN

CAMREN BLACKBURN

Helping people successfully laying down  
cigarettes everyday is an awesome feeling.





- ADV
- Analog
- Atomizer
- Bridge
- Cartomizer
- Cloud Chasing
- Coil
- Drip Tip
- Filler Material
- Ohm
- Personal Vaporizer
- PG/VG Ratio
- Stealth Vaping
- Throat Hit









Giant  
vapes

AISLE  
1800

Fogwind VAPOR  
VAPOR  
Premium  
CIGARETTES & HARDWARE  
FogwindVapor.com

AISLE  
1800

AISLE  
1800

WORLD

VAPORS

OLCOM

FLAWLESS

FLAWLESS

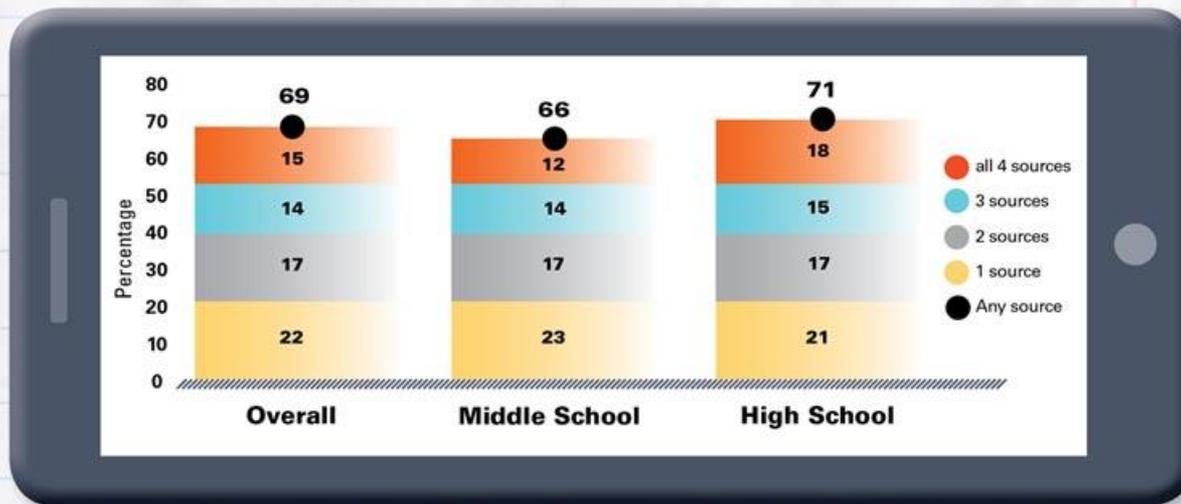
# Impacting Youth

# Youth are exposed to e-cigarette advertisements from multiple sources.

## Sources of e-cigarette advertisement exposure



## US students exposed to e-cigarette advertisements, by school type and number of sources of exposure

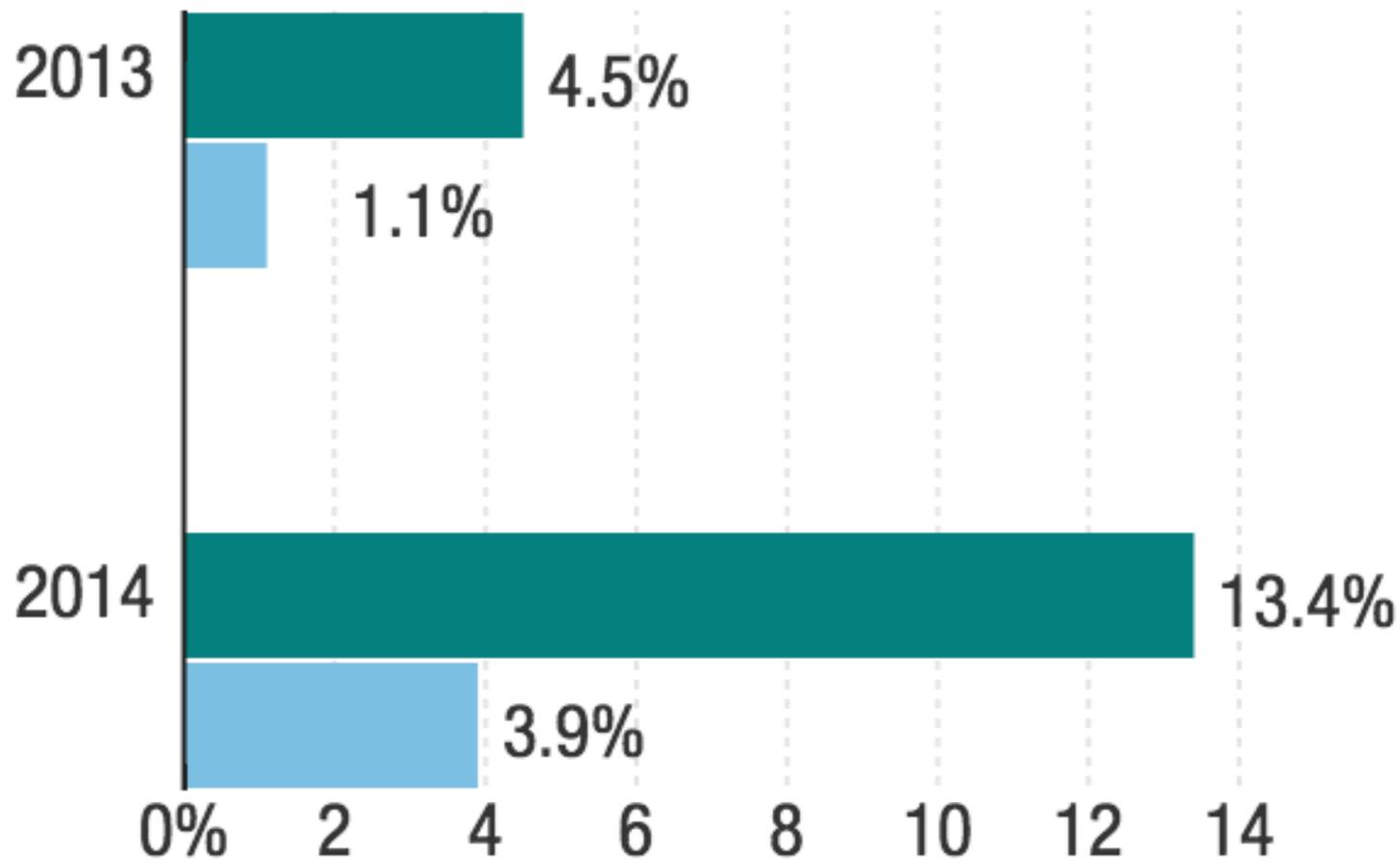


\* Percentages may not add up exactly to any source due to rounding.

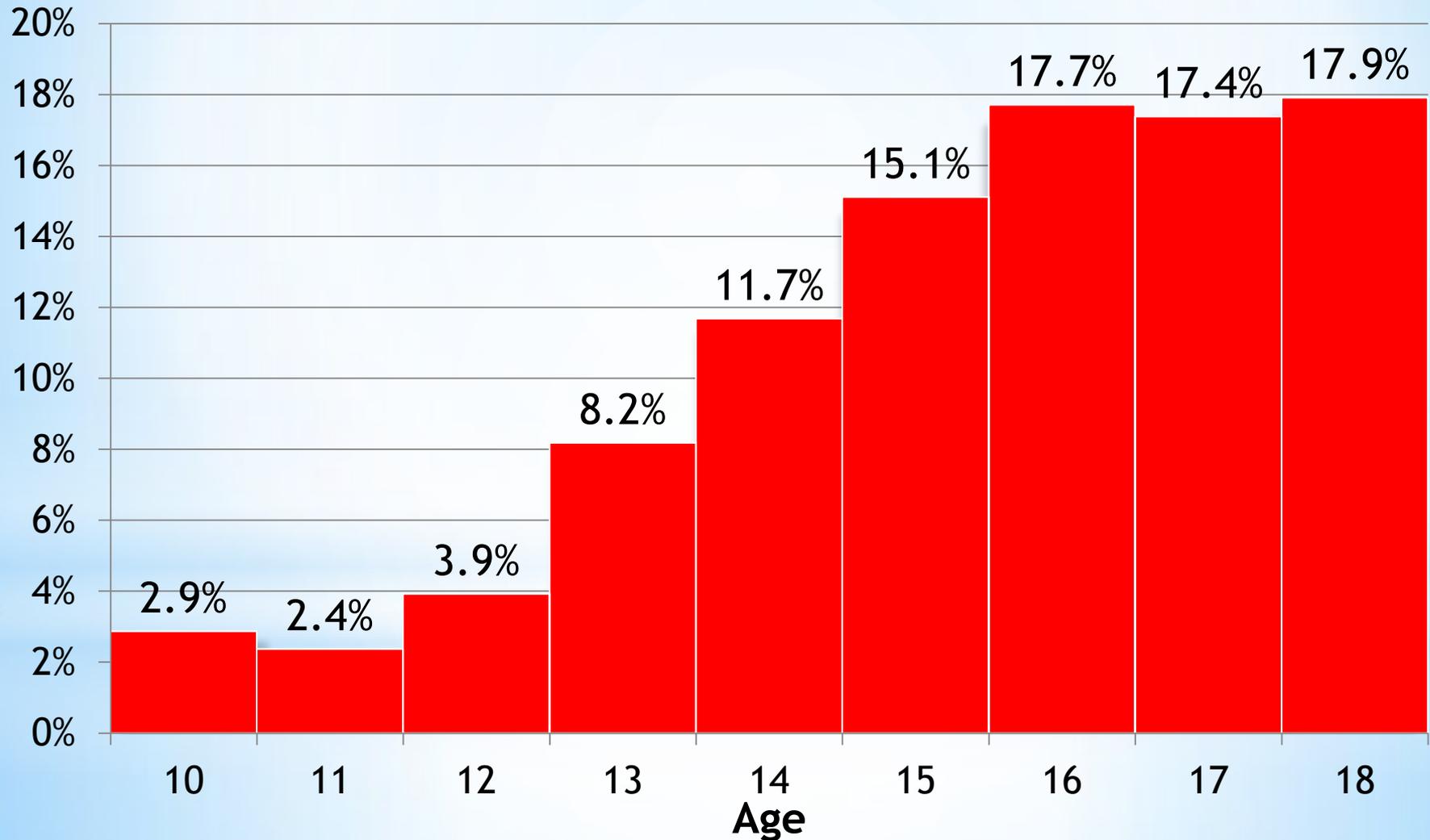
SOURCE: National Youth Tobacco Survey 2014.

# Student Use Of E-Cigarettes

■ High School   ■ Middle School

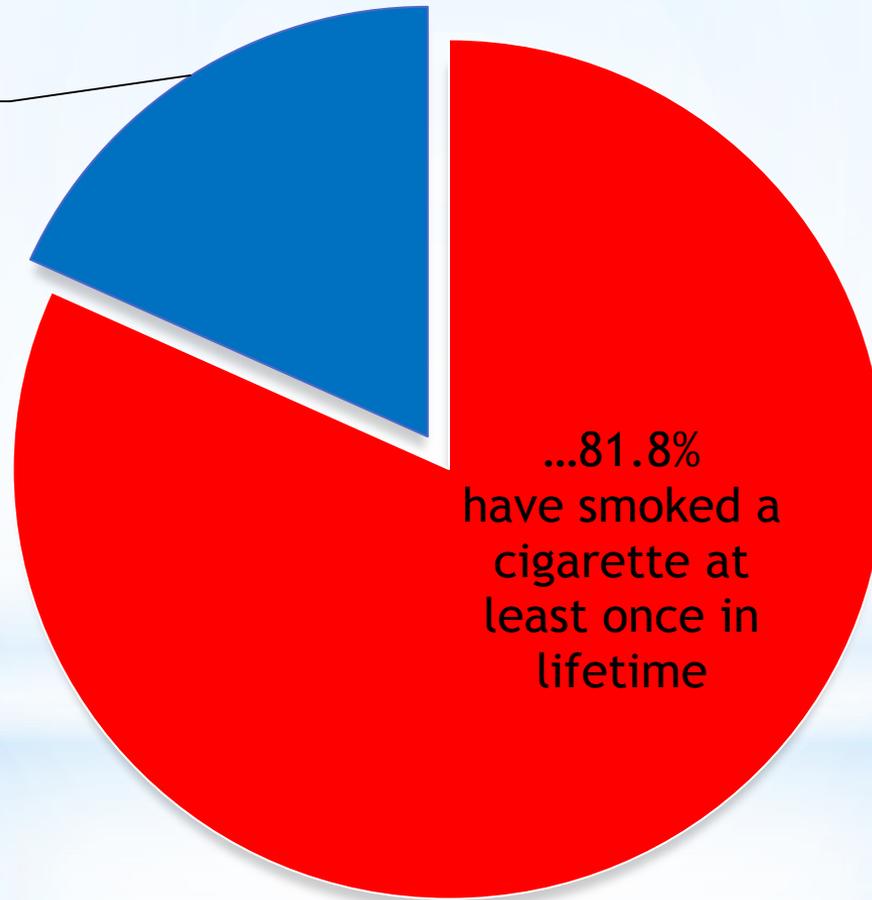


# Percentage of students who reported using an e-cigarette in the past 30 days (KIP 2014)



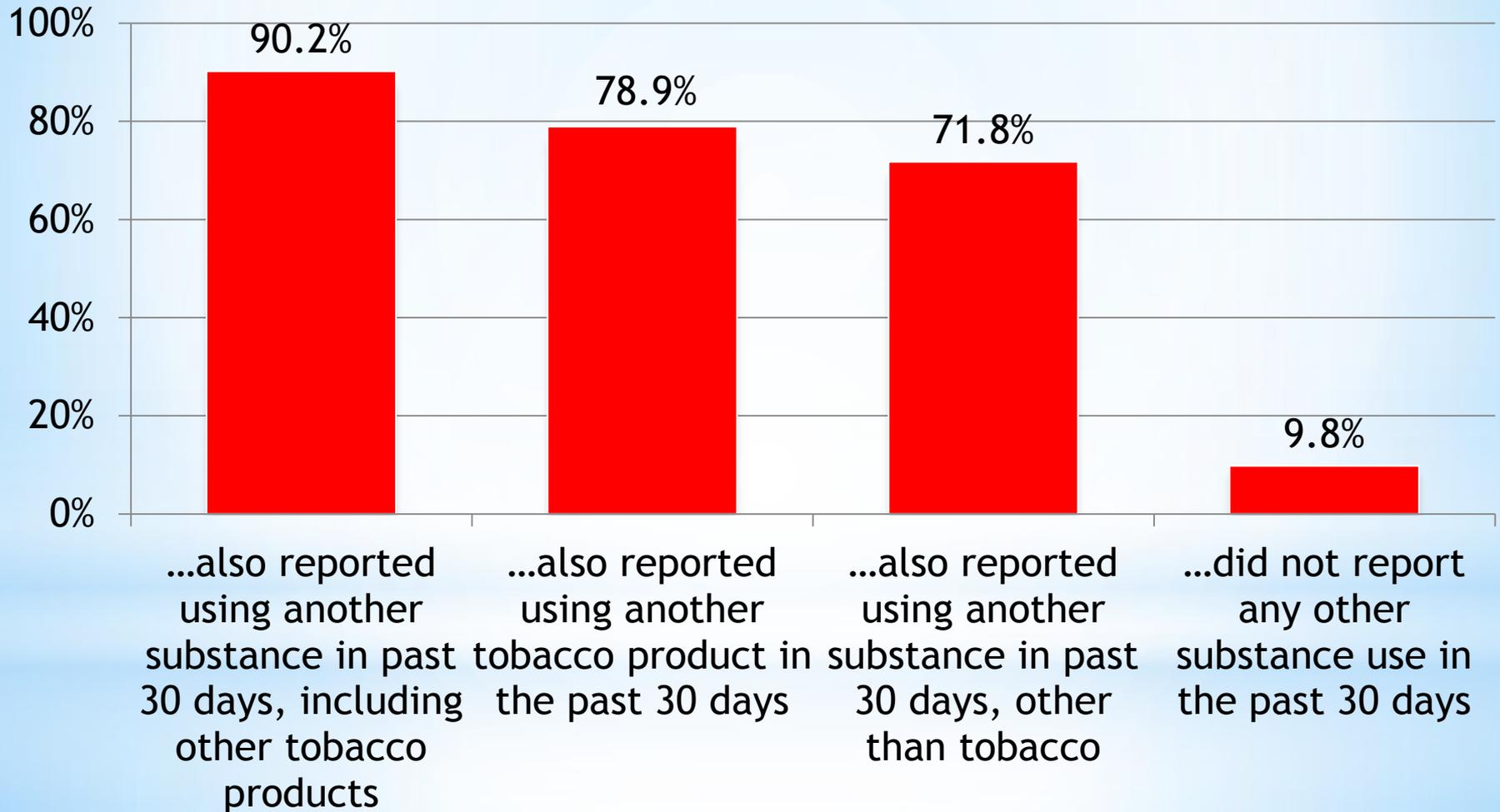
# Among students who reported e-cigarette use in past 30 days...

...18.2% have never smoked a cigarette in their lifetime



...81.8%  
have smoked a  
cigarette at  
least once in  
lifetime

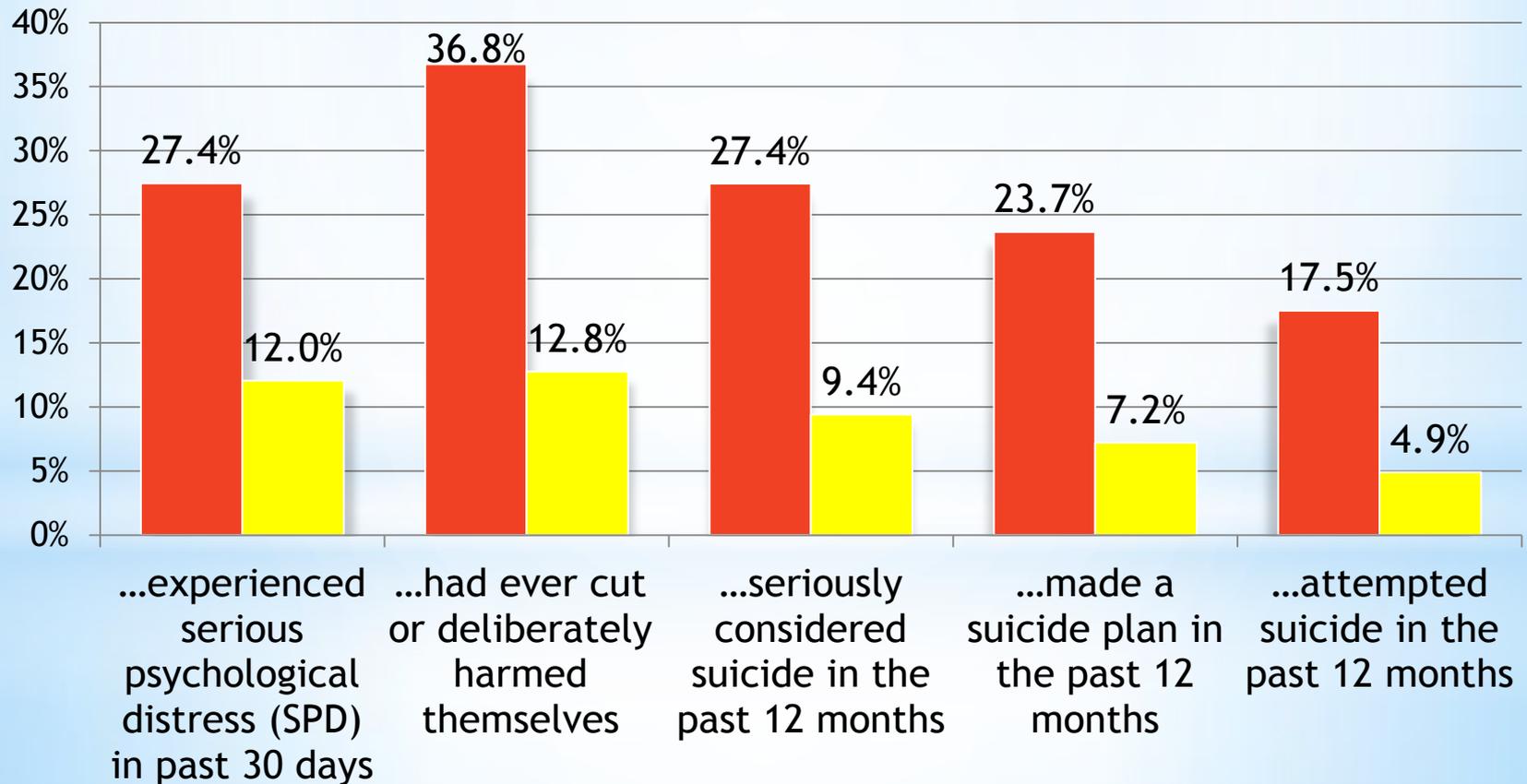
# Among students who reported e-cigarette use in past 30 days...



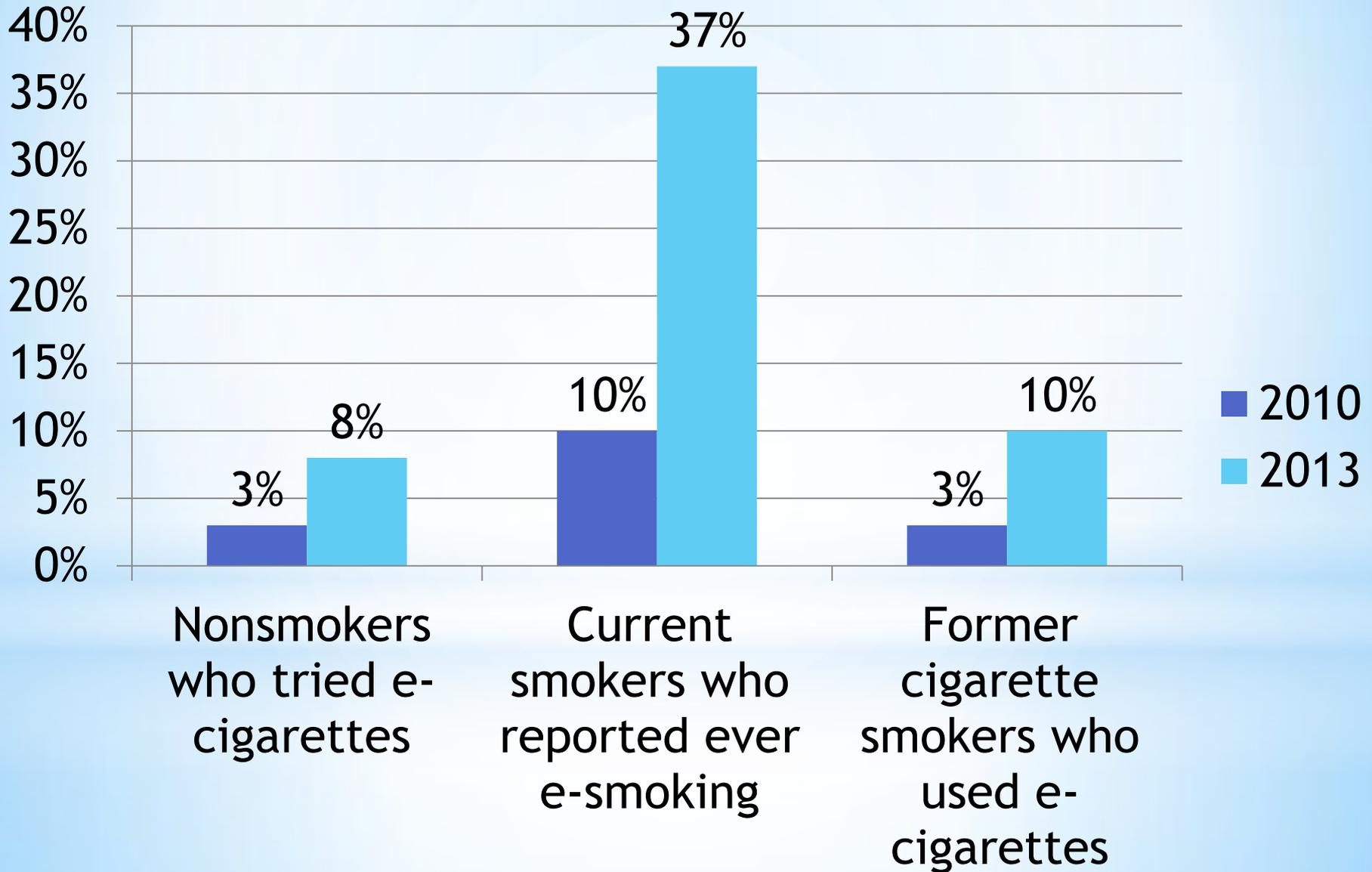
# Mental health/suicidality among students who used e-cigarettes in the past 30 days vs. those who did not

■ Among students who reported e-cigarette use in past 30 days

■ Among students who did not report e-cigarette in the past 30 days



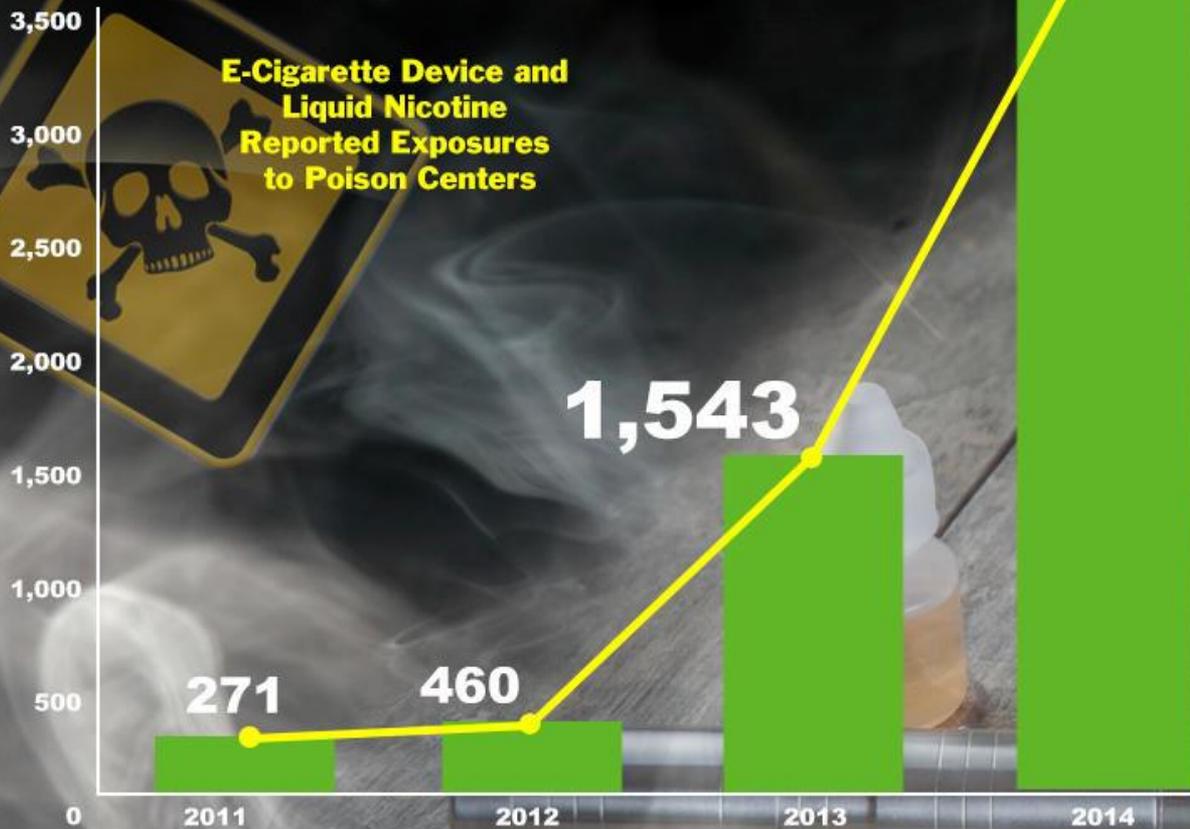
# Adult Use Rates



# What We Know in 2016...

- **E-cigarettes are tobacco products**  
(Sottera Inc. v Food & Drug Administration, 10-5032, U.S. Court of Appeals, District of Columbia Circuit)
- **E-cigarettes give off aerosol, not water vapor**
- **E-cigarettes pollute the air**
- **E-cigarettes do no help people quit**

# Poisoning Calls Related to E-Cigarettes Have Skyrocketed



SOURCE: American Association of Poison Control Centers

## Our Kids Can't Wait

**FDA: Finish the rule to regulate all tobacco products, including e-cigarettes.**



**What they  
don't want  
to talk about**

# Unstable Components

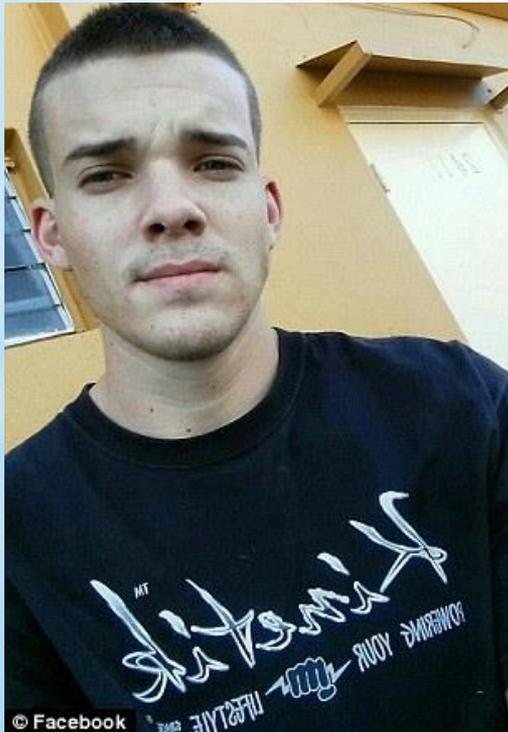


# E-cigarette Battery Explosions



# Florida man in coma after e-cigarette explodes in his face

21 year-old Evan Spahlinger was badly burned when his e-cigarette exploded burning his face and throat. According to the hospital, Evan has internal and external burns and damage to his lungs from the explosion itself. They believe that the mouthpiece of the e-cigarette possibly went down Evan's throat and exploded again. He has been placed in a medically induced coma because of the pain.



# Smokers leg nearly torn off by e-cigarette



Smoker's legs are 'nearly torn off' after e-cigarette EXPLODES 'like a grenade'

**WARNING GRAPHIC CONTENT**

Dave Aspinall's e-cigarette overheated and exploded sparking a fire

48-year-old spent nine days in hospital after metal showered his limbs

Doctors treating him likened his injuries to gun shot wounds

Mr Aspinall, who nearly lost his flat, will need three years of skin grafts

He said: 'There was lots of blood, a hole in one leg and a gash in the other'

Read more:

<http://www.dailymail.co.uk/health/article-2791061/smoker-s-legs-nearly-torn-e-cigarette-explodes-like-grenade.html#ixzz3pzrgqcCt>





# Vicente Garza

October 16, 2015

- Severe injuries to his mouth, tongue, and left index finger
- 7 day hospitalization
- Two surgeries on his tongue
- Two surgeries on his left index finger, including amputation at the knuckle
- Ongoing treatment at the Grossman Burn Center



# The Blurry Line...



© Splash



# Vaping Marijuana



# Marijuana Extracts

- BHO (Butane-extracted Hash Oil) is highly concentrated
- Evolved as a way to create a prolonged, extreme high
- “How to” information available on the internet
- Dangerous process
- Cooking marijuana buds down using butane gas to extract THC from the marijuana and form a wax-like substance.

- Honey oil
- Earwax
- Dabs
- Hash Oil
- Budder
- Wax
- Shutter



- Reheated and smoked or vaped in a vape pen
- Hard to detect when used in a vape pen - no odor

# “Dabbing”



What do we do now?

**PREVENTION,**

**PREVENTION,**

**PREVENTION!**



# Assessment of Needs & Resources

- Determine the scope of the problem
- Assessing Risk and Protective Factors

# Data Collection

- Existing Data
- Surveys
- Focus Groups
- Key Informant Surveys
- Community Readiness Assessment
- Compliance Checks
- Environmental Scans





# Build Capacity

- Raise Stakeholder Awareness
  - *Share the data*
  - *Find your Champion*
- Establish or Strengthen Collaboration Efforts
  - *Build of team with expertise in a variety of areas*
- Expand Resources
- Prepare the Prevention Workforce
  - *Training*

# Change your language and develop common language

Old Terminology	New Terminology
Tobacco	Nicotine
Vaping	E-smoking
Vapor	Secondhand Aerosol

# Strategic Planning

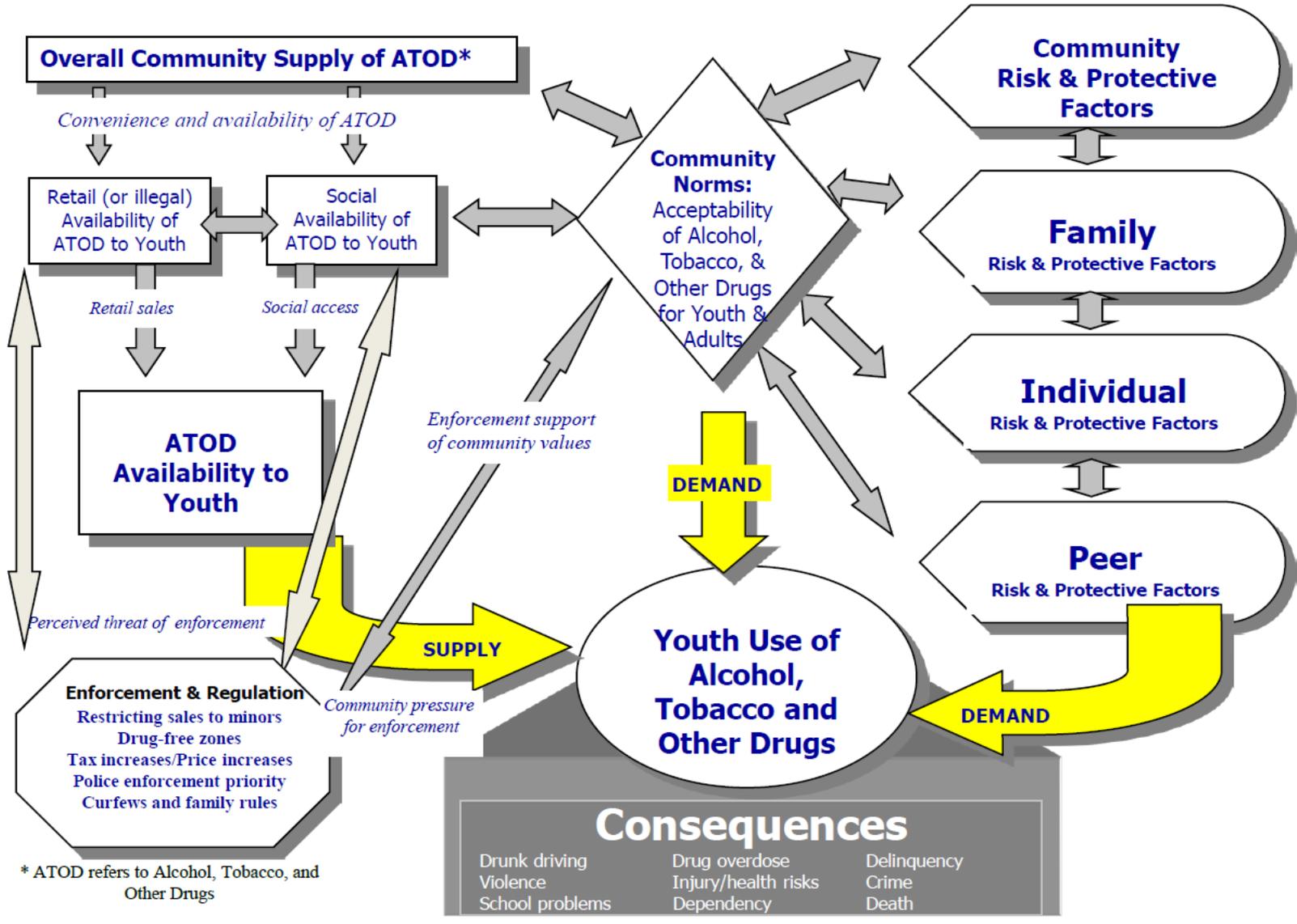
- Prioritizing Risk and Protective Factors
  - What needs to be done
  - What can be achieved
- Building a Logic Model
  - Where we are headed
  - How to get there
- Selecting Effective Interventions
  - What works
  - What works best for us

# Implementation

- Develop an Action Plan
  - Who is doing what and when
- Consider Factors That May Influence Implementation
  - Consider strengths and barriers
- Fidelity and Adaptation



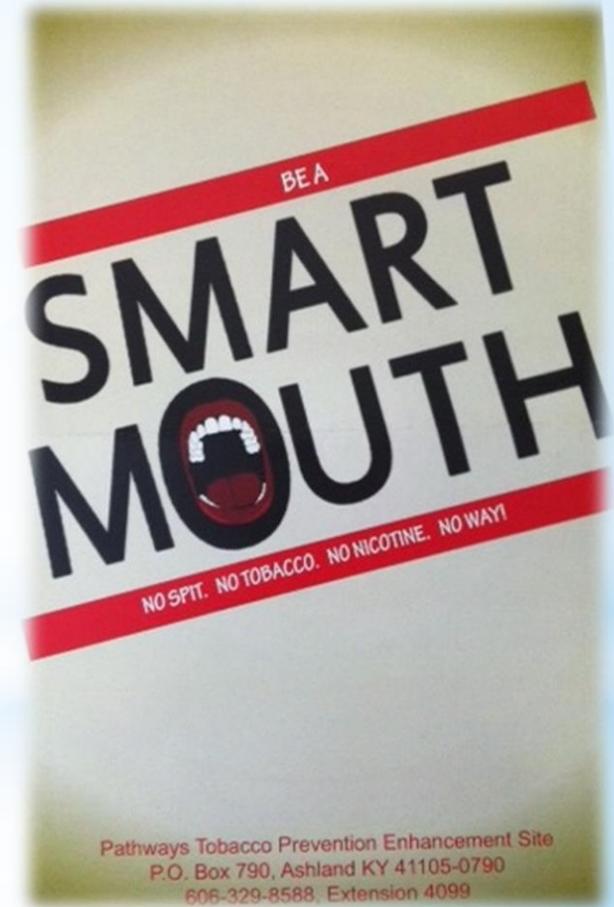
# FRAMEWORK FOR PREVENTING YOUTH SUBSTANCE ABUSE



\* ATOD refers to Alcohol, Tobacco, and Other Drugs

# Individual Strategies

- Individual
  - Curriculum
- Peers
  - Youth Coalitions
- Family
  - Parent Training
- Community
  - Education & Training



Pathways Tobacco Prevention Enhancement Site  
P.O. Box 790, Ashland KY 41105-0790  
606-329-8588, Extension 4099

# Environmental Strategies

- Norms
  - Perceived vs. Actual
- Availability
  - Social and Retail
- Regulations
  - Formal and Informal

# Community-based Approaches

- Economic interventions
- Counter advertising
- Retail-directed interventions
- Multicomponent school-linked approaches
- Tobacco-free environmental policy
- Restriction of advertising and promotion

# Economic Interventions

- Cost Matters
  - Prevention initiation
  - Delay the start
  - Decrease current use
- Increase taxes

# Counter Advertising

- Negative messages about using and positive messages about not using

## **Retail-directed interventions**

- Education and Training
  - TRUST
- Create partnerships
  - Majority of retailers follow the law
  - Create win-win opportunities

## **Multicomponent school-linked approaches**

- Parent involvement
- Student activism
- Media

# Restriction of advertising and promotion

- Decrease youth exposure to advertising
- Promote vape-free events

# VAPOR-FREE ENVIRONMENTS

**Policy,  
Policy,  
Policy!**

# Include e-cigarettes in smoke-free policies



# E-Cigarette Restrictions

- 3 states have 100% Smoke-free venues and include e-cigarettes - North Dakota, New Jersey and Utah
- Prohibits e-cigarette use on school property - Arkansas, Colorado, New Hampshire, and Vermont
- Prohibits e-cigarette use on State workplaces - Delaware and Oregon
- 164 local laws regulating use of e-cigarettes

# In Kentucky

- Berea
- Bardstown
- Danville
- Glasgow
- Lexington-Fayette
- Manchester
- Morehead
- Richmond
- Versailles
- Woodford County
- Ashland

# Environmental Strategies

## Regulations

- Formal Policies
  - Schools
  - Hospitals & Healthcare Providers
  - Businesses (Voluntary policies)
  - Local Government
- Informal Policies
  - Parents establishing expectations and rules about no use of e-cigarettes
  - Youth pledge not to use



# HOW TO PROTECT YOURSELF AND YOUR LOVED ONES

- Make your home & car smoke- and vapor-free.
- Ask people not to smoke or vape around you and your children.
- Make sure that your child's day care center or school is smoke- and vapor-free.
- Choose restaurants and other businesses that are smoke- and vapor-free.

- Teach your children to stay away from secondhand aerosol.
- Avoid exposure especially if you or your children have respiratory conditions, if you have heart disease, or if you are pregnant.
- Talk to your doctor or healthcare provider more about the dangers of secondhand aerosol.
- If you are a vaper, the single best way to protect your family from secondhand aerosol is to quit vaping. Call 1-800-QUIT-NOW for help.



# Thank You!!

Amy M. Jeffers, MA, CPS

KY Tobacco Prevention Enhancement Site (PES)

P. O. Box 790

Ashland, KY 41105

606-329-8588, Ext. 4099

[amy.jeffers@pathways-ky.org](mailto:amy.jeffers@pathways-ky.org)